The Pressure to Perform: Innovation, Cost, and the Lean Revolution

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About Sonya

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Education:
- MBA
- MS in Computer Science
- PhD in IS&T from CGU

Research interests:
- User Experience
- Web & Mobile Development
- Digital Analytics
- Internet Entrepreneurship

Experience:
- Software Engineer in High Ed and Healthcare
- Project Management in Consumer Products
- Startups

Courses Taught:
- Internet Startup
- Java, VB, .Net
- Web Dev
- Database
- System Analysis and Design
- Management Info Systems
Technological Innovation and Entrepreneurship

Mobile Commerce
- Mobile phone usage
- Increase in mobile commerce transactions
- Conversion of traditionally static content to mobile-friendly formats

Customer-centric Personalization
- Personalized customer experience
- Utilization of Big Data for targeted marketing
- Implementation of AI for predictive analytics
- Integration of customer feedback into product development

Content Marketing
- Integration of multimedia content types
- Utilization of social media for content distribution
- Optimization of content for search engines
- Measurement of content performance

Emerging Technologies
- Internet of Things (IoT)
- Wearable Technology
- 3D Printing

Social Media
- Utilization of social media for promotion
- Engagement with consumers through social media platforms
- Content creation and sharing for brand awareness

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About This Course

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- Technological innovation
  - Apple, Google, Disney Interactive Innovations
  - Big Data, other emerging technologies
- Internet startup strategies
  - Innovation theory
  - Online business archetypes
  - Startup opportunity discovery & evaluation
  - Competitive analysis and Positioning strategy
  - Incorporating and Funding
  - Lean methodology
  - Product management
  - User Experience
  - Internet marketing
  - Optimization
Required Books

The Smarter Startup:
A Better Approach to Online Business for Entrepreneurs

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Recommended Books


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Course Schedule
2nd half semester

Week 7: Product Development & Mgmt
*Project Milestone #2 – Product Development begins*

Week 8: Incorporating, Funding, Leadership

Week 9: Internet Marketing
*Project Milestone #3: Market Launch begins*

Week 10: Analytic-driven Optimization

Week 11: Big Data

Week 12-13: Google Innovations

Week 14-15: Final Project
*Startup Pitch Fest (Final project presentations)*

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